



City of Beverly Hills

Legislative Advocate Registration

Legislative Advocate Information

Name	Noah Furie	Phone	310-498-5454
Employer	Self Employed	Email	noah@noahfurie.com
Business Address	246 South Roxbury Drive	Website Address	N/A
Address Line 2		Fax	
City	Beverly Hills		
State	California	Zip	90212
Legislative Advocacy During the Past 12 Months Not Previously Reported			
N/A			

Sanctions

Have you ever been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No
Has a firm at which you work, has worked, or for which you own or has owned an equity interest been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?
No

Expenditure Lobbyist

Are you filing as an Expenditure Lobbyist?	No
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Client Information

Client Name	LVMH	Client Phone	312-984-3110
Specific Business of Client	Real Estate Investment	Client Website Address	
Client Address	200 W. Madison Street		
Client Address Line 2	Suite 3900		
Client City	Chicago		
Client State	ILL	Client Zip	60606

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement
2020/11/23
Project Name (include address if advocating for a property)

Cheval Blanc Hotel at 468 N. Rodeo Drive

Description of Municipal Legislation that is subject of Advocacy

Applicable municipal code sections for entitlements and permits for Cheval Blanc Hotel at 468 N. Rodeo Drive

Desired Outcome

Analysis in consideration of municipal code to obtain applicable permits and entitlements for project at 468 N. Rodeo Drive

Estimate of Compensation to be Paid to Legislative Advocate from Client

\$25,001 to \$50,000

Sign and Date

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.

Signed

Noah Furie

Date

2020/12/01

Previously Reported Legislative Advocacy Activity

Cheval Blanc Beverly Hills			
Client Name	Friend of Cheval Blanc Beverly Hills- Anish Melwani President & Chair	Phone	415-389-6800
Specific Business of Client	Electoral Advocay	Website	TBD
Client Address	C/O Nielson Merksamer Parinello Gross & Leoni LLF		
Address Line 2	2350 Kerner Blvd., Suite 250		
City	San Rafael		
State	California	Zip	94901
Desired Outcome		Engagement Date	2023/02/08

FOR CITY CLERK USE ONLY

Date of Registration Submission Tuesday, December 1, 2020 @ 10:31AM

Date of Termination Submission

Date of Administrative Approval Tuesday, December 1, 2020 @ 10:39AM

Administrative Approval by Isyrodriquez